

FY14 -15 Encroachment Strategy and Plan includes:

IRS/Free File

- Engagement with new Acting Commissioner and with National Taxpayer Advocate
- Creating new strategy w/CG to shore up Free File to support Congressional debate and help enable program renewal in '14 – **focus on IDE Platform**

Congressional/Political

- Legislation to make Free File permanent introduced in House and Senate, co-sponsor drive and 3rd-party grass roots underway
- Congressional hearings on IRS oversight, new IRS scandal

Media

- Mobilize and expand existing coalition, including pushing back through op-eds:
 - Published: Will Marshall (PPI), Arlene Holen (Tech. Policy Inst.), Grover Norquist, (ATR), Prof. James Maule (Villanova), Jeffrey Eisenach (AEI), Tom Giovanetti (IPI)
- Buy ads for op-eds/editorials/stories in African American and Latino media

New Approach: 3rd Party Activities

- New ally recruitment: Teamsters, IBEW, Laborers, UFCW, Plumbers & Pipefitters
- Increased African American and Latino outreach: NAACP, Hispanic Leadership Fund
- Leverage trade groups to support House/Senate Free File bills:
 - BSA, ITI, SIIA, CCIA
 - Business Coalition for Fair Competition, Women Impacting Public Policy
 - Small Business Entrepreneurship Council, The Latino Coalition
 - National Black Chamber of Commerce

Red Team/Blue Team Exercise will inform our strategy